

Whitney Blumenfeld, LEED AP  
Senior Planning Deputy  
Councilman Bill Rosendahl, District 11  
200 N. Spring Street, Room 415  
Los Angeles, CA 90012

May 12, 2011

Subject: Playa Del Rey Client Project

Dear Ms. Blumenfeld,

I am writing to express my interest in the Playa Del Rey Community Design Overlay client project offered through Council District 11. Within the field of urban design, I am passionate about creating walkable, vibrant streets and public spaces in all types of communities. In reviewing existing CDOs in the area, I see that CDO preparation requires at least four main tasks: documenting the physical and social nature of the neighborhood; gathering input from the community, government and experts; crafting design guidelines; and producing a graphically successful final product. In my coursework and professional experience, I have developed a set of skills that will enable me to excel at these tasks and create a CDO for Playa del Rey.

As a student in the Urban and Regional Planning Masters program at UCLA, I have taken studio classes where I have learned how to research neighborhoods and represent my research graphically. For instance, in my Physical Planning and Graphics courses last quarter, I analyzed the Santa Monica Main Street corridor in terms of the built environment, multimodal routes, and user groups, with an eye towards livening and diversifying use of the street through design solutions. I prepared a final InDesign report that combined narrative description with plans, drawings and photography. This quarter I am in a studio class analyzing the potential for affordable housing development around the future Metro stop at Wilshire and Westwood. We are evaluating ACS and LEHD data to determine the current jobs/housing imbalance in Westwood, and will be making recommendations to remedy this balance based. Our final product in this studio will be a graphics-heavy report and presentation that both our client (SCANPH) and the general public will be able to understand and access.

In my work as a green building consultant at KEMA Services, one of my main roles is to create and explain guidelines and checklists that help developers, designers and construction teams create truly energy efficient and otherwise environmentally friendly buildings. As part of the process of crafting these guidelines, I have led stakeholder meetings to gather and synthesize input from experts and community members. This summer, I will be leading stakeholder meetings as part of the update to Alameda County's Bay-Friendly Landscaping program. I am comfortable speaking in front of a group and have presented professional work at conferences.

While completing my client project with the community of Playa Del Rey, I would hope to learn about the process of creation, adoption and implementation of CDO guidelines in reality. In my coursework, I have learned that design guidelines walk the line between discretion and prescription, risking being either too vague to be objectively enforced, or so detailed as to be legally problematic. In terms of graphic production, I am eager to apply and improve my skills in AutoCAD, Adobe Creative Suite, SketchUp and GIS in the preparation of guidelines and other documents as part of this client project. I believe that my recent coursework combined with my professional experience make me an excellent candidate for this client project. Attached please find my resume. I also have a portfolio of design work that I would be happy to share upon request. I look forward to hearing from you regarding this opportunity with the community of Playa del Rey!

With kind regards,

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